

PROCEEDINGS OF THE BROWN COUNTY LIBRARY BOARD

A special virtual meeting of the Brown County Library Board was held on **July 22, 2020** at **8:30 am**.

PRESENT: JOHN VAN DYCK, BRIAN ANDERSON, ANNETTE AUBINGER, MARISSA MELI, KATHY PLETCHER, DAVID RUNNING, and JAYME SELLEN, and

EXCUSED: JOHN VANDER LEEST

ALSO PRESENT: Sarah Sugden and Sue Lagerman (staff).

CALL TO ORDER President Van Dyck called the meeting to order at 8:35 am.

FOCUS GROUP DISCUSSION – The purpose of this focus group is to give O’Connor Connective a better understanding of the characteristics of the library system to support fundraising feasibility and brand identification.

Bridget O’Connor led the discussion on the following questions:

With regard to messaging for a fundraising campaign and to rally support around the library, what are you hoping for from a campaign to engage the general public to say “yes” to supporting the library with enhanced infrastructure and programs/services?

Pletcher suggested that it might be beneficial for the Board to participate in a visioning session to craft a unified and compelling message. Anderson commented that he believes there is a misconception of how important the library is. Non-users and users may not appreciate all the library offers or how vital and important the library is to the community.

Because the library is part of the Brown County brand, you are recognized as such, but the library has its own brand. How would you seek to leverage the best parts of the county brand and perhaps be at distance with other things that may not be as attractive with the county brand?

Discussion related to the impact of the county brand on the library brand took place. Sellen suggested the importance of refreshing programming and technology.

Follow-up question: You have the word “county” in the library name and you’re also funded in large part by the county. So, by association, their brand impacts your brand. As a board member, how do you feel about that? And do you feel you have some opportunity to separate from that (the county association), or what parts with the county do you want to maintain as a strong connection?

Meli noted that the county and the library are inextricably connected. The library is one of the county’s largest assets.

The term “library” is singular in your name, yet this is a system of nine locations and branches. There’s an assumption that saying “Brown County Library” is a location, meaning the downtown Green Bay location. How do you feel about retaining that singular term “library” in the brand, while recognizing this is a singular system?

Van Dyck noted that this is an intriguing topic that bears consideration. It is important to educate the community that the library is “your” library.

Are there brand attributes of the county that you feel are really positive that you’d want to associate with for the library?

Brown County is a county of communities and that is who the library serves. The parks and cultural departments come to mind as having positive characteristics for the county.

UPDATE BY O’CONNOR CONNECTIVE ON PHONE INTERVIEWS CONDUCTED TO DATE

O’Connor reported that the first nine conversations were outstanding. Those interviewed were positive about a campaign and demonstrated a willingness to give. A repeated message was that COVID-19 will not impact the success of a fundraising campaign for the right cause.

DISCUSSION AND POSSIBLE ACTION REGARDING O’CONNOR CONNECTIVE UPDATE

Motion by Pletcher, seconded by Anderson, to approve O’Connor Connective conducting the remainder of phone interviews.

Motion carried unanimously.

ADJOURNMENT Motion by Anderson, seconded by Pletcher, to adjourn the meeting. **Motion carried unanimously.**

Meeting adjourned at 9:53 am.

NEXT REGULAR MEETING:

Central Library
August 20, 2020
5:15 p.m.

Respectfully submitted,

Sue Lagerman
Recording Secretary